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PATENT - POWER OF ATTORNEY OR REVOCATION OF POWER OF ATTORNEY WITH A NEW POWER OF ATTORNEY AND CHANGE OF CORRESPONDENCE ADDRESS	Patent Number	7,249,031
	Issue Date	July 24, 2007
	First Named Inventor	John Close
	Title	Selective Merchandise Price Optimization
	Attorney Docket Number	DT-0103-CP1

I hereby revoke all previous powers of attorney given in the above-identified patent.

☐ A Power of Attorney is submitted herewith.

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Statement under 37 CFR 3.73(b) (Form PTO/SB/96) submitted herewith or filed on _____

SIGNATURE of Inventor or Patent Owner

Signature	<i>Mark Culhane</i>	Date	<i>8/4/10</i>
Name	Mark Culhane	Telephone	650-645-7100
Title and Company	Chief Financial Officer, DemandTec, Inc.		

NOTE: Signatures of all the inventors or patent owners of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.

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